Our Strategic Focus: Moving Michigan Bicycling Forward

The League of Michigan Bicyclists (LMB) is sharpening its focus to ensure our energy, resources, and public identity directly align with our core purpose of advocacy and education. As the cycling landscape continues to evolve, we are realigning our work around strong, effective advocacy. Rather than executing isolated efforts, we are expanding our operational model to support and partner with cycling events across the state. This collaborative approach allows us to increase our visibility by reaching a broader and more diverse cross-section of riders and outdoor enthusiasts and maximize the impact of our staff and resources.

Our Mission Statement

*LMB works to **UNIFY** Michigan's cycling community into a singular voice to **ADVOCATE** for enhanced safety and access, and **EDUCATE** road and trail users on their rights and responsibilities to promote bicycling that is safe, comfortable, and convenient for every rider in Michigan.*

The Strategic Action Framework

Our strategy is grounded in three core pillars that articulate our role as a statewide cycling advocacy organization:

- **UNIFY:** Michigan's cycling community into a singular voice.
- **ADVOCATE:** For enhanced safety and access for all cyclists.
- **EDUCATE:** Road and trail users on the rights and responsibilities of cyclists.

Moving Our Mission into Action

By grounding our daily operations in these three pillars, LMB is maximizing its capacity to deliver systemic, cultural, and political results. Adopting this disciplined, three-pillar approach ensures we focus our organizational effort without getting distracted, keeping our lean resources directed where they matter most. More importantly, this structural clarity ensures that our identity is clear and explicitly understood by the cycling community we serve, permanently resolving historical misconceptions about our purpose.

We operate at the state level to influence legislation, shape policy, and advocate directly within state agencies. Crucially, our role is to act as a two-way strategic corridor: we partner with local groups to establish a constructive dialogue, capturing their distinct regional concerns and sending them up to the State Capitol. In turn, we synthesize these priorities to provide coherent, unified messaging and feedback that local organizations can deploy to drive the same outcomes within their own municipal frameworks.

This work extends beyond the cycling community alone. Our efforts embrace the broader outdoor recreation landscape where walkers, hikers, bicyclists, equestrians, and others share the same spaces. By working across interest lines and providing a clear, unified voice, our goal is to ultimately make bicycling across Michigan safer, more widely accepted, more accessible, more politically represented, and more economically valued.